



BLACK & VEATCH

MEMORANDUM

December 14, 2007

To: Brad Jackson, EPA

From: Jack Mozingo, B&V
Mary Wenska, Wenska CommunicationWorks

Reference: EPA contract 68-W99-043, work assignment 713-CRCR-A4AN:
Central Florida Phosphate
B&V project 048713.07.01

Subject: Revised Communication Strategy

This memorandum accompanies the Revised Communication Strategy for the Central Florida Phosphate Initiative Pilot Radiation Assessment. We have updated the 2004 draft document as discussed at the November 27 scoping meeting and in subsequent discussions. We are delivering this item in both PDF and Word format on a CD, along with ten hard copies by ground delivery.

We look forward to your comments. If you have any questions, please contact either of us: Jack at 206-850-0141 or mozingojt@bv.com, or Mary at 678-366-9743 or wenskamary@comcast.net.



10765219

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REVISED
COMMUNICATION STRATEGY
for the
Central Florida Pilot Radiation Assessment



DECEMBER 14, 2007

**South Site Management Branch
Waste Management Division
US Environmental Protection Agency, Region 4**

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COMMUNICATION STRATEGY
for the
CENTRAL FLORIDA PILOT RADIATION ASSESSMENT
Phase I—Public Notification

December 14, 2007



South Site Management Branch
Waste Management Division
US Environmental Protection Agency, Region 4

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EXECUTIVE SUMMARY Communication Strategy for Central Florida Pilot Radiation Assessment

EPA Region 4 has been evaluating the potential for increased radiation levels across large areas of central Florida where phosphate mining once occurred. Previous testing in formerly mined phosphate areas suggest that radiation levels could be higher than the average background level for central Florida. As a result, the Agency has chosen, as an initial step, to do a pilot radiation assessment of 23 Comprehensive Environmental Response, Compensation, and Liability Information System (CERCLIS) sites that were formerly areas mined for phosphate. These sites cover about 732 square miles in Polk, Hillsborough, Manatee, and Hardee counties in central Florida. Assessment results will help to determine areas for further investigation and the potential for chronic health effects from long-term exposures if radiation levels are elevated.

Communication Objectives

- Inform key groups about the purpose, timing, and approach for the pilot radiation assessment.
- Provide public access to information on the pilot assessment and related topics.
- Respond to questions about potential radiation exposure risks from past phosphate mining activities.

Elements of Communication Strategy

- Key Groups
 - Federal and State Elected Officials
 - Local Elected Officials
 - Emergency Response Agencies and Airports
 - Industry Groups, such as Florida Institute of Phosphate Research (FIPR)
 - Community Organizations and Environmental Groups
- Communication Methods
 - Information Vehicles
 - Press Release, Q&A Sheet, and EPA Pilot Radiation Assessment Fact Sheet
 - Web Site/Electronic Information Repository
 - Press Availability Session
 - Notification of Key Groups
 - FBEP/DOH Briefings
 - Simultaneous Notification (email/fax)
 - Federal and State Elected Officials
 - Local Officials, Emergency Response Agencies, Airports
 - Industry and Environmental Groups
 - News Media Notification (simultaneous email/fax); responses to inquiries; interviews upon request
 - General Public Availability
 - Designated EPA Spokesperson and Points of Contact for Pilot Radiation Assessment
 - Open House/Availability Sessions (based on community interest/requests)
- Communication Content
 - Who/What/Where/When/Why of Assessment (in non-technical language); EPA Contacts
 - Electronic links to EPA and other resources on radiation and phosphate mining

Implementation of Communication Strategy

- Allocation of EPA/Contractor Personnel and Logistical Support (before, during, and after assessment)
- Schedule Overview
- Internal Communication Responsibilities (project organizational chart)

Follow-Up and Next Steps

- Presentation of Assessment Results
- Development/Implementation of Comprehensive Community Involvement Plan (as appropriate)

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1.0 Introduction and Purpose

The Waste Management Division of EPA Region 4 plans to conduct a pilot radiation assessment in central Florida of 23 Comprehensive Environmental Response, Compensation, and Liability Information System (CERCLIS) sites that formerly were areas mined for phosphate. EPA will map the assessment area and note where radiation levels exceed background levels for non-mined areas of central Florida. Radiation levels that are higher than background could result in long-term exposures and increased potential for chronic health effects.

EPA's knowledge of past phosphate mining practices and review of previous radiation testing in central Florida suggest that increased levels of radiation may be present in formerly mined areas. Some residences exist on parts of several of the CERCLIS sites. **Therefore, the EPA is undertaking the pilot remediation assessment as the first step in evaluating areas for further investigation and the potential for chronic health effects from long-term exposures, if the radiation levels are elevated.**

The 23 CERCLIS sites cover about 732 square miles in Polk, Hillsborough, Manatee, and Hardee counties in central Florida. The following page presents a map of the areas included in the pilot radiation assessment.

The assessment will be conducted by flying a helicopter, equipped with remote gamma radiation sensing technology, over the selected land areas. The helicopter will fly in a grid pattern, 150 to 300 feet above the ground, at a speed of approximately 90 miles per hour. The flyovers will occur during daylight hours, Monday through Saturday, and should take about 7 weeks to complete.

Region 4 has entered into an agreement with the National Nuclear Security Administration (NNSA) to perform the assessment. The NNSA has contracted with National Security Technologies to provide equipment and personnel to perform the flyovers, which are scheduled to begin in Spring 2008.

This communication strategy, Phase I—Public Notification, recommends activities developed by a team of EPA staff and contractors to inform elected and local officials, phosphate industry groups, news organizations, and interested community and environmental groups about the pilot radiation assessment. This strategy grew out of a February 2003 meeting about community involvement for the phosphate sites and follow-on meetings to discuss public notification regarding the pilot radiation assessment. Region 4 has also consulted with members of the EPA Office of Radiation Communication in Washington, D. C.

Phase I of the communication strategy focuses on notifying the news media and key groups within the affected communities 2 weeks before the flyovers begin. Notification of all parties will be made simultaneously.

Phase II—Presentation of Assessment Results and Development/Implementation of a Comprehensive Community Involvement Plan will include more traditional community involvement activities, such as community interviews and a community involvement plan.

2.0 Scope and Objectives of Communication Strategy

The scope of the Phase I communication strategy focuses on providing information to key groups before and during the pilot radiation assessment. The radiation assessment is a pre-remedial, site assessment tool. In conjunction with the assessment, the EPA seeks to accomplish the following communication objectives:

- Inform key groups about the purpose, timing, and approach for the pilot radiation assessment.
- Provide public access to information on the pilot assessment and related topics.
- Respond to questions about potential radiation exposure risks due to past phosphate mining activities in central Florida.

A well-planned and carefully timed notification effort will be implemented to simultaneously contact key groups and the news media in or near assessment areas. On April 15, 2004, Region 4 representatives met with the Florida Department of Environmental Protection (DEP) and the Florida Department of Health (DOH) to brief them on initial plans for the radiation assessment and seek input on the notification approach. Since that time, EPA has continued to seek input from DEP and DOH, as well as the Agency for Toxic Substances and Disease Registry (ATSDR). It is the intent of this communication strategy that all other key groups (listed in Section 3.0) be informed of the assessment on the same day, called Public Notification Day. The primary vehicles for notification will be fax and email. If either of these formats is unavailable to a particular group, notification will be done by telephone or a face-to-face visit.

Region 4 will also launch a web site on Public Notification Day to provide public access to information on the radiation assessment and links to related background topics. All written and electronic communication will provide the web site address and other EPA contact information. Region 4 will designate spokespersons for technical project information, news media, and public affairs contacts. EPA spokespersons will be available for meetings/briefings and media interviews upon request.

Residential areas developed on or near the CERCLIS sites may include neighborhoods considered economically disadvantaged and/or have a predominately non-white population. The EPA will evaluate the potential for environmental justice issues within the assessment areas and be sensitive to these issues in all communications. The following map shows areas where these issues may occur. *[contact Cynthia Peurifoy for EJ map(s)]*

Figure 2—Map of Assessment Areas with EJ Concerns (to be determined)

3.0 Elements of Communication Strategy

The flow chart on the following page provides an overview of the communication strategy for the pilot radiation assessment. This subsection describes the elements of the strategy and identifies the key groups to whom information will be provided, methods for providing information and responding to inquiries, and the information to be communicated.

3.1 Key Groups

Public Officials

- Florida DEP
- Florida DOH
- Federal and State elected officials who represent communities near assessment area
- County officials: elected commissioners, county administrators, and emergency response agency directors for Polk, Hillsborough, Manatee, and Hardee counties
- Elected officials and police/fire chiefs for cities and towns near assessment area
- Airports near assessment area

News Media

- Newspapers covering the assessment area and neighboring counties
- Broadcast media, including local television affiliates for national networks, public television and local radio, especially news/talk and public radio stations

Organizations

- Florida Institute of Phosphate Research (independent State research agency)
- Other interested Industry, Environmental, and Community Organizations

Appendix A provides contact information for the public officials, media outlets, and organizations listed above.

3.2 Communication Methods

The EPA will use the following methods to communicate information about the pilot radiation assessment.

COMMUNICATION STRATEGY FOR CENTRAL FLORIDA PILOT RADIATION ASSESSMENT Phase I – Public Notification

EPA Region 4 has been evaluating the potential for increased radiation levels across large areas of central Florida where phosphate mining once occurred. Previous testing in formerly mined phosphate areas suggest that radiation levels could be higher than the average background level for central Florida. As a result, the Agency has chosen, as an initial step, to do a pilot radiation assessment of 23 CERCLIS sites that were formerly areas mined for phosphate. These sites cover about 732 square miles in Polk, Hillsborough, Manatee, and Hardee counties in central Florida. Assessment results will help to determine areas for further investigation and the potential for chronic health effects from long-term exposures if radiation levels are elevated.

COMMUNICATION OBJECTIVES

- Inform key groups about the purpose, timing, and approach for the radiation assessment
- Provide public access to information on the pilot assessment and related topics
- Respond to questions about potential radiation exposure risks from past phosphate mining

ELEMENTS OF COMMUNICATION STRATEGY

KEY GROUPS

- Federal and State Elected Officials
- Local Elected Officials
- Emergency Response Agencies and Airports
- Industry Groups
- Interested Environmental Groups

COMMUNICATION ACTIVITIES

Information Vehicles

- EPA Fact Sheet on Pilot Assessment
- Press Release and Q&A
- Electronic Information Repository/Web Site
- Press Availability Session

Notification of Key Groups

- State Agencies' Briefings
- Notification via e-mail and fax
 - Federal and State Elected Officials
 - Local Elected Officials, Emergency Responders, and Airports
 - Industry and Environmental Organizations
- News Media Notification
 - Simultaneous with above groups
 - EPA spokespersons available for interviews

General Public Availability

- Web page
- Designated EPA Spokesperson
- Responses to questions and public access to information

WRITTEN/ ELECTRONIC INFORMATION CONTENT

Fact Sheet, Press Release, and Q&A

- Who, What, Why, When, Where, How of Radiation Assessment
- Map of Assessment Areas
- EPA Contacts and Information Sources

Web Site/ Electronic Repository

- Radiation Assessment Information/ Maps
- Background and Project Documents
- Links, Contacts, and E-mail/ Feedback

IMPLEMENTATION OF COMMUNICATION STRATEGY

- Allocation of EPA/Contractor Resources for Notification; Follow-Up
- Schedule: Web Site Launch, Public Notification Day; ongoing after
- Spokespersons; Internal Communication Responsibilities (org chart)

FOLLOW-UP AND NEXT STEPS

- Presentation of Assessment Results
- Development/Implementation of Comprehensive Community Involvement Plan (as appropriate)

Information Vehicles

Press Release: A press release will be prepared and distributed (by email or fax) to news media and other interested parties listed in Appendix A on Public Notification Day, which will be 2 weeks before flyovers begin. Appendix B provides a draft press release. A copy of the Q&A sheet and a map of the assessment area will be provided to the media upon request.

Q&A Sheet: An information sheet, up to two pages in length (one page front and back), will be prepared using a question and answer (Q&A) format. The front of the Q&A sheet will have brief questions and answers to explain the purpose of the assessment, basic facts about radiation related to phosphate mining, and what to expect during the flyovers; the back will provide a map of the assessment area and EPA sources to contact for more information, including the address for the project web site described below. The Q&A sheet will be distributed to news media on Public Notification Day as part of their initial notification of the flyovers and the pilot radiation assessment. Appendix B provides the draft Q&A sheet.

Region 4 Fact Sheet on Pilot Radiation Assessment: A fact sheet on the pilot radiation assessment will be prepared in EPA Waste Management Division format. The fact sheet will explain the purpose and approach for the assessment in more detail than the Q&A sheet and provide relevant background information to promote understanding of the rationale for the assessment. The fact sheet will be distributed on Public Notification Day via email or fax to congressional and state elected officials, local officials, and other designated groups.

Web Site/Electronic Information Repository: EPA will prepare a web site and officially launch it on Public Notification Day to provide access to information on the assessment, background and other relevant information, and as a means to contact EPA with questions. The web site will also establish an electronic information repository, which will include the EPA fact sheet, Q&A sheet, photos and video of the assessment helicopter, follow-up answers to questions about the project, and links to general information on phosphate mining and potential exposures. Assessment results will also be posted when EPA has evaluated the data gathered during the flyovers.

Press Availability Session: Upon request, EPA spokespersons will be available for interviews and photo opportunities of the flyover equipment before or during the flyovers.

Contact with Key Groups

Notification of State Agencies: Region 4 project and management representatives will brief Florida DEP and DOH representatives in January 2008 to advise these agencies and seek input on plans for the radiation assessment and communication activities planned in conjunction with the assessment.

Notification/Briefings with Federal and State Elected Officials: On Public Notification Day, the EPA Office of Congressional Affairs will contact Federal and State elected officials representing communities in the radiation assessment area to inform them of the project and flyover schedule. Allison Wise and Laura Niles will handle notification of Federal and State elected officials and requests for more information. Legislators will receive the EPA pilot radiation assessment fact sheet, which will include EPA contact information.

Notification of Local Officials, Industry, and Industry Organizations: On Public Notification Day, the pilot assessment fact sheet will be distributed to local officials, emergency response agency directors, mining companies associated with the CERCLIS sites, and industry organizations identified in Appendix A. EPA contractor support, at the direction of the EPA Remedial Project Manager (RPM) and Community Involvement Coordinator (CIC), will handle notification of local officials, industry, and industry organizations through email or by fax, if email is not available. At the EPA's request, EPA contractor personnel will make follow-up phone calls to check whether these officials and groups received notice of the flyovers.

Notification of News Media: On Public Notification Day, the EPA Office of External Affairs will email or fax, as appropriate, a press release and the Q&A sheet to news media outlets identified in the Key Contacts list in Appendix A. Carl Terry, Region 4 Office of External Affairs, will be the designated contact for the news media. Upon request, Carl Terry and/or Carol Monell, the EPA spokesperson for technical project information, will be available for media interviews. If interest warrants, the news media will be provided access to see and photograph the helicopter and other equipment to be used for the radiation assessment.

Notification of Key Organizations and Environmental Groups: EPA contractor personnel will email or fax the assessment fact sheet to key community and environmental groups on Public Notification Day. EPA contractor personnel will make follow-up phone calls to check whether the email or faxed notification was received.

General Public Availability

EPA Designated Project Spokesperson for the Pilot Radiation Assessment: The EPA will designate a knowledgeable Agency employee who is skilled in public communication with a variety of groups, such as those identified in the Key Contacts list in Appendix A, to make general public announcements about the status and implementation of the pilot radiation assessment. The designated project spokesperson will also serve as the EPA primary point of contact for the pilot radiation assessment. Carol Monell, Chief, Superfund Remedial Branch, has been nominated as the EPA's designated project spokesperson for the pilot radiation assessment.

EPA Points of Contact: As the EPA designated project spokesperson for the pilot radiation assessment, Carol Monell, will be the primary EPA point of contact with the public for the pilot radiation assessment. L'Tonya Spencer, the EPA Region 4 Community Involvement Coordinator for the State of Florida, will assist the EPA designated project spokesperson by providing community involvement support. The EPA Office of External Affairs will provide support for media inquiries; Carl Terry will be listed as the media point of contact on the press release sent on Public Notification Day. Allison Wise, and Laura Niles, Office of External Affairs, will contact Federal and State elected officials for the radiation assessment area. They will distribute the EPA fact sheet on Public Notification Day and handle legislators' requests for additional information.

3.3 Communication Content

Information about the pilot radiation assessment will be written in a concise, clear style, without technical jargon. The Q&A sheet and press release will contain the same basic content in different formats, and the EPA pilot radiation assessment fact sheet will provide additional details and background information. The three written pieces will be the primary means of explaining the purpose and approach to the pilot radiation assessment. The Q&A sheet, press release, and fact sheet will provide the following information:

- Why the EPA is conducting the survey.
- What areas will be assessed (simple map will be included).
- How and when the flyovers will occur.
- What people will see and hear during the assessment.
- How long the assessment will take.
- What happens when the flyovers are completed.
- How to obtain more information.

4.0 Implementation of Strategy

4.1 Required Resources

Due to the sensitivity and anticipated interest in the pilot radiation assessment, the notification strategy will require thorough planning and sufficient allocation of both EPA and contractor resources. The strategy calls for initially releasing information on Public Notification Day, with availability of EPA spokespersons for interviews or meetings before and during the flyovers. Although a broad-based outreach effort is not planned at this time, it is possible that media and public interest will increase upon notification of the pilot radiation assessment. Key EPA project and contractor personnel should be in Lakeland to provide support and handle requests for information immediately after initial public notification.

Developing and maintaining a web page for the assessment will require skilled resources, and EPA project staff, with contractor support, will update information and respond on a timely basis to email inquiries made through the web site.

4.2 Schedule

The general timetable for implementing the activities in the Phase I Communication Strategy is late Winter/Spring 2008.

At present, EPA anticipates the flyovers will begin no earlier than April 16, 2008. In addition, EPA anticipates Public Notification Day will be 2 weeks before the flyovers. Based on a flyover schedule beginning April 16, Public Notification Day would be April 2, 2008.

A tentative schedule of other communication activities follows:

- Late January through February 2008: EPA briefs FL/DOH representatives about draft Revised Communication Strategy and gathers feedback to help develop Final Communication Strategy.
- March 2008: EPA, in cooperation with ASTDR and FL DEP/DOH prepares Final Communication Strategy.
- April 2008: EPA staff, with contractor support, and assistance from ATSDR and FL DEP/DOH representatives, as available, will begin implementing the Communication Strategy.

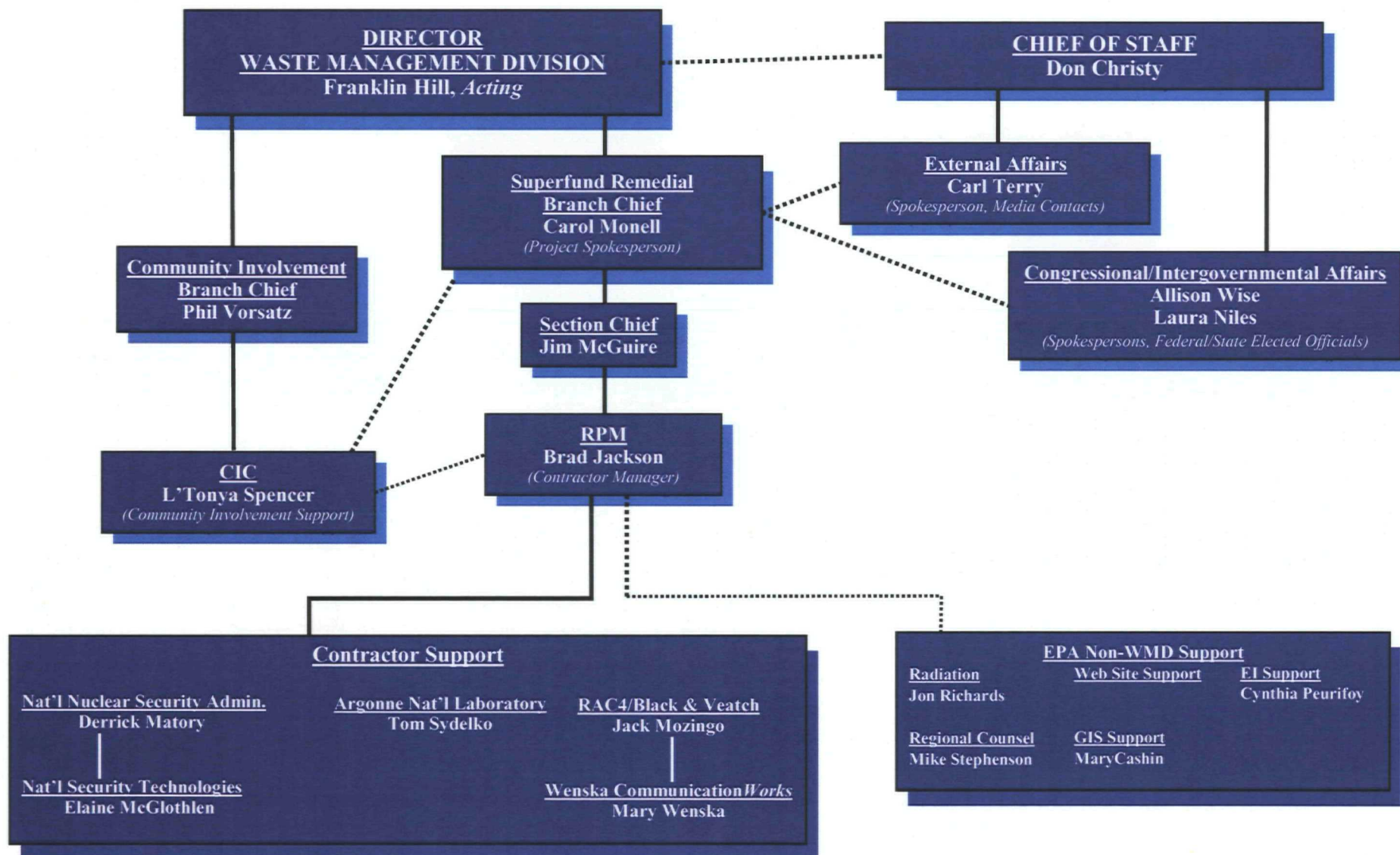
- Public Notification Day will be in April two weeks before the flyovers begin. Communication activities on this day will include the following items:

- OEA notifies federal/state elected officials.
- Q&A sheet emailed or fax to local officials, community/environmental groups.
- Press release faxed/emailed to media.
- Web Site/Electronic Information Repository available to the public.

4.3 Internal Communication Responsibilities

The following page provides an organizational chart, including EPA and contractor resources for implementing the pilot radiation assessment and communication strategy. Mr. Brad Jackson, RPM for the pilot radiation assessment, will be the main internal point of contact for the project and will direct EPA contractor support. Black & Veatch will provide support for revising and implementing the communication strategy, as requested by EPA. The EPA will be responsible for authorizing the release of all information described in this strategy.

Organizational Chart for Pilot Radiation Assessment



5.0 Follow-Up and Next Steps

The scope of this strategy does not include communication activities following completion of the pilot radiation assessment. However, it is likely that the release of information and media coverage about the assessment will generate considerable public interest. Contacts can be expected from residents near or in the assessment area who are concerned about the implications of the assessment, activist groups concerned about the environmental effects of phosphate mining, phosphate industry representatives, community officials, and other groups. EPA staff members need to be prepared to answer questions about where to get the assessment results, how to interpret the results, what follow-up actions the EPA will take, and possible concerns that property owners and other community members may have if radiation is detected above background, particularly in or near residential areas.

The following is a list of follow-on community involvement activities, some or all of which may be needed when the pilot radiation assessment is complete.

Presentation of Assessments Results

- Fact Sheets
- Public Availability Sessions
- Press Releases
- Briefings with Community Officials
- Web Site Updates/Enhancement

Development/Implementation of Comprehensive Community Involvement Plan

- Community Interviews
- Support for Communities that want to form Community Advisory Groups
- Comprehensive Community Involvement Plan

The activities listed above initially were identified during the February 2003 community involvement strategy session held at the Region 4 office in Atlanta and in follow-on meetings since that time. At this point, the community involvement strategy for the phosphate sites has two phases:

- Phase I—Community Notification and Outreach (the initial communication strategy laid out in this document) and
- Phase II—Community Involvement (the follow-on activities to deliver assessment results and involve communities more fully in future site actions dictated by assessment results).

Appendix A

Key Contacts List

Appendix A

Key Contacts List

A. Federal Elected Officials

The Honorable Bill Nelson

U. S. Senate

Washington Office

716 Hart Senate Office Building

Washington, D.C. 20510

District Office

Sam Gibbons Federal Court House

801 N. Florida Avenue – 4th Floor

Tampa, FL 33602

Phone: 202-224-5274

Fax: 202-228-2183

Phone: 813-225-7040

Fax: 813-225-7050

<http://billnelson.senate.gov/contact>

The Honorable Mel Martinez

U. S. Senate

Washington Office

356 Russell Senate Office Building

Washington, D.C. 20510

District Office

5100 W. Kennedy Blvd, Ste 190

Tampa, FL 33609

Phone: 202-224-3041

Fax: 202-228-5171

Phone: 813-207-0509

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The Honorable Adam H. Putnam

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Fax: 202-226-6559

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Fax: 321-639-8595

<http://weldon.house.gov/contact>

B. State Elected Officials

Governor Charlie Crist

PL-05 The Capitol

400 South Monroe Street

Tallahassee, FL 32399-0001

Phone: 850-488-4441

Fax: 850-487-0801

email: Charlie.crist@myflorida.com

Senator Rhonda Storms

Florida Senate District 10

Capitol Office

Senate Office Building - Room 318

404 South Monroe Street

Tallahassee, FL 32399-1100

District Office

313 E. Robertson Street

Brandon, FL 33511

Phone: 850-487-5072

Fax: 850-487-5485

Phone: 813-744-8683

Fax: 813-744-8556

email: storms.ronda.web@flsenate.gov

Senator Paula Dockery

Florida Senate District 15

Capitol Office

Senate Office Building - Room 314

404 South Monroe Street

Tallahassee, FL 32399-1100

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P. O. Drawer 2395

Lakeland, FL 33806-2395

Phone: 850-487-5040

Fax: 850-487-5385

email: dockery.paula.web@flsenate.gov

Phone: 863-413-2900

Phone: 1-866-248-6487 (state-wide)

Fax: 863-413-2902

email: dockery.paula.web@flsenate.gov

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Phone: 863-298-677

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Representative Seth McKeel

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Fax: 863-647-4898

email: mckeel.seth@myfloridahouse.gov

Representative Dennis A. Ross

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Representative Marsha L. "Marty" Bowen

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Fax: 863-298-5222

email: troutman.baxter@myfloridahouse.com

Representative Frank Attkisson

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Fax: 850-414-6875

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Fax: 407-943-3078

email: attkisson.frank@myfloridahouse.com

C. Polk County Local Elected Officials

Polk County Commissioners

Bob English - District 1

Phone: 863-534-6450

email: bobenglish@polk-county.net

Randy Wilkinson - District 2

Phone: 863-534-6434

email: randywilkinson@polk-county.net

Jack Myers - District 3

Phone: 863-534-6050

email: jackmyers@polk-county.net

Jean Reed - District 4

Phone: 863-534-6422

email: jeanreed@polk-county.net

Sam Johnson, Jr. - District 5

Phone: 863-534-6049

email: samjohnson@polk-county.net

Mailing Address

Drawer BC01

Phone: 863-534-6000

P. O. Box 9005

Fax: 863-534-7655

Bartow, FL 33831

Michael Herr

Phone: 863-534-6444

Polk County Manager

Fax: 863-534-7069

Drawer CA01

email: michaelherr@polk-county.net

P. O. Box 9005

Bartow, FL 33831

Sheriff Grady Judd

Phone: 863-533-0344

Polk County Sheriff's Office

Phone: 800-226-0344

455 North Broadway Avenue

Fax: 863-534-6390

Bartow, FL 33830-3998

email: gjudd@polksheriff.org

Other Polk County Officials / Interested Parties

Bruce McNabb

Phone: 863-534-6417

Polk County Public Works

Fax: 863-534-6024

330 W. Church St.

email: brucemcnabb@polk-county.net

Bartow, FL 33830

Harvey Craven, Director
Polk County Emergency Medical Services
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Fax: 863-534-0010
email: harveycraven@polk-county.net

Pete McNally, Director
Polk County Emergency Management

Phone: 863-534-5605
Fax: 863-534-5647
email: petemcnalley@polk-county.net

David Cash, Fire Chief
Polk County Fire Services

Phone: 863-519-7350
Fax: 863-534-0379
email: davidcash@polk-county.net

Mailing Address

Polk County
250 Bartow Air Base
Bartow, FL 33880

Phone: 863-534-0370
Fax: 863-534-0010

Bartow Airport Authority
P.O. Box 650
Bartow, FL 33831

Phone: 863-533-1195
Fax: 863-533-5968

Representatives

Cynthia L. Barrow – Executive Director
Terry R White – Assistant Director

email: cindy@bartow-airport.com
email: terry@bartow-airport.com

Towns/Cities/Neighboring Areas Under Polk County Jurisdiction

Auburndale, FL

City of Auburndale
City Hall
P. O. Box 186
Auburndale, FL 33823
Marvin Wiley - Mayor

Phone: 863-965-5530
Fax: 863-965-5583
email: citymanager@auburndalefl.com

City Commissioners

Allen Johnson
Richard Hamann
Ronnie Spears
Bill Sterling
Bobby Green - City Manager
Sam Efurd – Fire Chief
Nolan McLeod – Chief of Police

email: citymanager@auburndalefl.com
Phone: 863-965-5530 / 5529
Phone: 863-965-5530 / 5555

Fussells Corner / Highland City / Willow Oak

For Fire Department - all mail, faxes, and email to:

David Cash, Fire Chief
Polk County Fire Services
250 Bartow Air Base
Bartow, FL 33880

Phone: 863-519-7350
Fax: 863-534-0379
email: davidcash@polk-county.net

Lakeland, FL

Lakeland City Commissioners

Ralph L. "Buddy" Fletcher - Mayor
A. Dean Boring - District At Large
Gow B. Fields - Northwest District
Glenn E. Higgins - Northeast District
Edie Yates - Southeast District
James Verplanck - Southwest District
R. Howard Wiggs - District At Large

email: ralph.fletcher@lakelandgov.net
email: dean.boring@lakelandgov.net
email: gow.fields@lakelandgov.net
email: glenn.higgins@lakelandgov.net
email: edith.yates@lakelandgov.net
email: james.verplanck@lakelandgov.net
email: howard.wiggs@lakelandgov.net

Office of the City Manager

Douglas B. Thomas - City Manager
Tony Delgado - Assistant City Manager

Phone: 863-834-6006
Phone: 863-834-6006

Mailing Address

City Hall
228 South Massachusetts Avenue
Lakeland, Florida 33801

Phone: 863-834-6000

Polk County Sheriff's Department
Captain Robert Oakman
Southwest District Substation
4120 Highway 98 South
Lakeland, FL 33813

Phone: 863-499-2400
Phone: 863-499-2404
Fax: 863-499-2408
roakman@polksheriff.org

Mike Mohler
Lakeland City Fire Chief
730 E. Main Street
Lakeland, FL 33801-5071

Phone: 863-834-8200 / 8201
Fax: 863-834-8295 / 8222
email: mike.mohler@lakelandgov.net

Roger Boatner
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219 N. Massachusetts Avenue
Lakeland, Florida 33801

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Fax: 863-834-6931
email: roger.boatner@lakelandgov.net

Lakeland Linder Regional Airport
John DuBose - Interim Airport Director
Teresa Cornett - Property Manager
Scott Pickett - Air Traffic Manager

email: john.dubose@lakelandgov.net
email: teresa.cornett@lakelandgov.net
email: scott.pickett@lakelandgov.net

Mailing Address

Lakeland Linder Regional Airport
Airport Administration
3900 Don Emerson Drive – Suite 210
Lakeland, FL 33811

Phone: 863-648-3298
Fax: 863-648-3274

Winter Haven, FL

Winter Haven Commissioners

J.P. Powell – Seat 1
Nat Birdsong – Mayor; Seat 2
Jeff Potter – Seat 3
Yvonne Brooks – Seat 4
Mike Easterling – Mayor ProTem; Seat 5
David Greene - City Manager

email: jppowell@mywinterhaven.com
email: nbirdsong@mywinterhaven.com
email: jpottter@mywinterhaven.com
email: ybrooks@mywinterhaven.com
email: measterling@mywinterhaven.com
email: d.green@mywinterhaven.com

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Winter Haven, FL 33883

Phone: 863-291-5600
Fax: 863-291-5623

Mark LeVine
Police Chief
Winter Haven Police Services Department
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Winter Haven, FL 33881

Phone: 863-291-5858
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Tony Jackson
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Winter Haven Fire Services Department
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Winter Haven, FL 33881

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Fax: 863-295-5998
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Cheryl Connor – Airport Director
Winter Haven Municipal Airport
(Gilbert Field)
3000 21st Street, NW
Winter Haven, FL 33883

Phone: 863-298-4551
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email: cconnor@mywinterhaven.com

Jon Brown, Owner
Jack Brown's Seaplane Base
2704 Highway 92 West
Winter Haven, FL 33881

Phone: 863-956-2243 (day)
Phone: 863-967-5891 (evening)
Fax: 863-956-3242
email: seaplane@gate.net

D. Hillsborough County Local Elected Officials

Hillsborough County Commissioners

(Must use individual phone/fax/email for all)

Rose Ferlita – District 1

Phone: 813-272-5470

Fax: 813-272-7046

email: ferlitar@hillsboroughcounty.org

Ken Hagan, Chaplain – District 2

Phone: 813-272-5452

Fax: 813-272-7047

email: haganK@hillsboroughcounty.org

Kevin White – District 3

Phone: 813-272-5720

Fax: 813-272-7048

email: whitek@hillsboroughcounty.org

Al Higginbotham – District 4

Phone: 813-272-5740

Fax: 813-272-7049

email: higginbothama@hillsboroughcounty.org

Jim Norman, Vice Chairman – District 5 (Countywide)

Phone: 813-272-5725

Fax: 813-272-7052

email: normanJ@hillsboroughcounty.org

Brian Blair – District 6 (Countywide)

Phone: 813-272-5730

Fax: 813-272-7053

email: blairb@hillsboroughcounty.org

Pat Frank – District 7 (Countywide)

Phone: 813-272-5735

Fax: 813-272-7054

email: frankp@hillsboroughcounty.org

Mailing Address

Hillsborough County Board of County Commissioners

Phone: 813-272-5660

P. O. Box 1110

Tampa, FL 33601

David Gee, Sheriff

Phone: 813-247-8200

Hillsborough County Sheriff's Department

Fax: 813-247-0980

2008 E. 8th Avenue

email: hscso@hscso.tampa.fl.us

Tampa, FL 33605

Other Hillsborough County Officials / Interested Parties

Patricia G. Bean

Phone: 813-272-5750

Hillsborough County Administrator

Fax: 813-272-5248

County Center – 26th Floor

email: beanp@hillsboroughcounty.org

601 E. Kennedy Boulevard

Tampa, FL 33602

Dr. Rick Garrity, Executive Director
Hillsborough County Environmental Protection Commission
Roger P. Stewart Center
3629 Queen Palm Drive
Tampa, FL 33619

Phone: 813-627-2600
Fax: 813-627-2620
email: garrity@epc.org

Larry Gispert, Director
Emergency Management
2711 E. Hanna Avenue
Tampa, FL 33610

Phone: 813-276-2364
Phone: 813-272-6900 (gen. off.)
Fax: 813-272-6878 (gen. off.)
email: gispertl@hillsboroughcounty.org

Bill Nesmith
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Fax: 813-251-0731

Towns/Cities/Neighboring Areas Under Hillsborough County Jurisdiction
Plant City, FL

Rick A. Lott - Mayor
Robert P. Brown - Vice Mayor

City Commissioners

Daniel D. Raulerson
Mary Yvette Thomas Mathis
William D. Dodson

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c/o Liz Brock
Mayor or Commissioners
302 W. Reynolds Street
Plant City, FL 33563
David R Sollenberger - City Manager

Phone: 813-659-4200
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Phone: 813-659-4200
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dsollenberger@plantcitygov.com

George Shiley - Fire Chief

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Fax: 813-757-9133

Bill McDaniel - Police Department

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David Mitchell, Owner/President
Plant City Municipal Airport
4007 Airport Road
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Fax: 813-757-6250
email: pcas@tampabay.rr.com

E. Manatee County Local Elected Officials

Manatee County Commissioners

Amy E. Stein – District 1
Gwendolyn Y. Brown – District 2
Jane W. von Hahmann – District 3
Ron Getman – District 4
Donna G. Hayes – District 5
Carol Whitmore – District 6, At-Large Seat
Joe McClash – District 7, At-Large Seat

email: amy.stein@mymanatee.org
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email: jane.vonhahmann@co.manatee.fl.us
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email: joe.mcclash@mymanatee.org

Mailing Address

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Bradenton, FL 34205
P. O. Box 1000
Bradenton, FL 34206-1000

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Fax: 941-745-3790

W. Brad Steube
Manatee County Sheriff
600 US Hwy 301 Boulevard West
Bradenton, FL 34205

Phone: 941-747-3011
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email: brad.steube@manateesherriff.com

Other Manatee County Officials / Interested Parties

Ed Hunzeker
Manatee County Administrator

Phone: 941-745-3717
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Karen Collins-Fleming
Manatee County Environmental Mgmt.

Phone: 941-742-5980
Fax: 941-742-5996
email: karen.collins@mymanatee.org

Mark Edenfield, Division Chief
Manatee County Emergency Med. Svcs.

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email: mark.edenfield@mymanatee.org

Bill Hutchison, Director of Public Safety
Manatee County Public Safety Department
and Manatee County Emergency Mgmt

Phone: 941-748-4501 x3559
Fax: 941-741-3539
email: bill.hutchison@mymanatee.org
emergency.management@mymanatee.org

Mailing Address

1112 Manatee Avenue West, 5th Floor
P. O. Box 1000
Bradenton, FL 34206-1000

Phone: 941-748-4501
Fax: 941-741-3539

F. Hardee County Local Elected Officials

Hardee County Commissioners

Minor Bryant – District I
Clifton N. "Nick" Timmerman – District II
Gordon R. Norris – District III
Bobby Smith – District IV
Dale Johnson – District V

Lexton H. Albritton, Jr. – County Manager

Mailing Address

Hardee County Board of County Commissioners
412 West Orange Street – Room 103
Wauchula, FL 33873

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Phone: 863-773-6952 / 9430

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900 E. Summit Street
Wauchula, FL 33873

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Other Hardee County Officials / Interested Parties

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Wauchula, FL 33873

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H. News Media Contacts

Newspapers

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The Tampa Tribune
Daniel Ruth – Columnist
Jan Hollingsworth - Reporter
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Fax: 813-865-4441 (news)

email: jhollingsworth@tampatrib.com

St. Petersburg Times – Tampa Office
Neville Green - News Editor
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Tampa, FL 33602

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Robert Eckhart – City Editor
1741 Main Street
Sarasota, FL 34236

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(Covers several counties – for news articles, indicate which area and edition)

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The Ledger
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La Gaceta
Patrick Manteiga - Editor
3210 7th Avenue E
P.O. Box 5536
Tampa, FL 33675
(Large Hispanic readers and Italian)

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Fax: 813-247-5357
email: amanteiga@lagacetanewspaper.com

The Polk County Press
Bill Histed, News Editor
1020 N. Church Avenue
Mulberry, FL 33860-2040

Phone/Fax: Prefer email communications
email: mulberrypress@juno.com

Television

Channel 8 – WFLA (NBC)
Attn: Assignment Desk
P.O. Box 1410
Tampa, FL 33601

Phone: 813-221-5788
Fax: 813-225-2770
email: news@wfla.com

Channel 28 – WFTS (ABC)
Newsroom
4045 N. Himes Avenue
Tampa, FL 33607

Phone: 813-354-2828
Phone: 877-833-2828
Fax: 813-870-2828
email: newstip@wfts.com

WTVT FOX Channel 13
Bob Linger – General Manager
P. O. Box 31113
Tampa, FL 33631

Phone: 813-876-1313
Fax: 813-871-3135
email: news@wvtv.com

BAY NEWS 9
Tina Karagiannis – Assignment Manager
700 Carillon Parkway, Suite 9
St. Petersburg FL 33716

Phone: 727-329-2300
Phone: 727-329-2400 (news)
Phone: 888-437-1239 (news tips-toll free)
Fax: 727-329-2434
email: tips@baynews9.com

BAY NEWS 9
Rick Elmhurst – Reporter/Anchor
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Lakeland FL 33815

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Phone: 727-437-2000 (switchboard)
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PGTV - Polk County's Government Television
Joan Davies – Program Manager
Drawer CA01
P.O. Box 9005
Bartow, FL 33831-9005

Phone: 863-534-5997
Fax: 863-534-7069
email: joandavies@polk-county.net

WFSU-TV Channel 11 / The Florida Channel
Beth Switzer – Executive Producer
The Capitol Building – Suite 901
402 South Monroe Street
Tallahassee, FL 32399-1300
FSU Broadcasting Center
1600 Red Barber Place
Tallahassee, FL 32310-6068

Phone: 850-488-1281
Fax: 850-488-4876
email: b.switzer@mailers.fsu.edu

HTV Channel 22 - Hillsborough Television
Tammy Peralta, Station Manager
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601 E. Kennedy Boulevard
Tampa, FL 33602

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email: peraltat@hillsboroughcounty.org

WEDU - Channel 3 PBS TV
Ellyne Lonegran – Senior VP of Content
1300 North Boulevard
Tampa, FL 33607

Phone: 813-254-9338
Fax: 813-253-0826
email: elonergan@wedu.org

WUSF – Channel 16 PBS TV
Susan Geiger – Director of Programming
4202 East Fowler Avenue – TVB100
Tampa, FL 33620

Phone: 813-974-4000
Fax: (prefers not to list number)
email: sgeiger@wusf.org
www.wusf.org

Channel 10 CBS
Darren Richards – Vice President (News)
10 News
11450 Gandy Boulevard
St. Petersburg, 33702

Phone: 727-577-1010
Fax: 27-576-6924 (news)
email: desk@tampabays10.com

WWSB – Channel 7 (ABC)
Kay Mathers – News Director
Lindsay Bramson - Assignments
1477 10th Street
Sarasota, FL 34236

Phone: 941-923-NEWS (news assign. Desk)
Fax: 941-923-8709
email: lbramson@mysuncoast.com

Radio

WWBF – 1130 AM
Tom Thornburg – Owner/News Director
1130 Radio Road
Bartow, FL 33830-7600

Phone: 863-533-0744
Fax: 863-533-8546
email: tom@wwbf.com

WUSF 89.7 Radio
John Sepulvado - Interim News Director
4202 East Fowler Avenue
TVB100
Tampa, FL 33620-6902

Phone: 813-974-8700
Phone: 800-741-9090
Fax: 813-974-5016
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WUSF 89.7 Radio
John Sepulvado - Interim News Director
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Phone: 800-741-9090
Fax: 813-974-5016
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WONN, WLKF, WWRZ, WPCV Radio Stations
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WQIK, WRBQ, WLLD, WSJT,
WYUU Radio Stations
Carrie Kirkland - News Director
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(Indicate to cover all stations on news items)

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Appendix B

**Q&A Sheet
Press Release**



EPA plans pilot radiation assessment in central Florida

Region 4

April 2008

Starting in mid April 2008, the U.S. Environmental Protection Agency Region 4 (EPA) will be flying a helicopter over portions of Hillsborough, Polk Manatee, and Hardee counties in central Florida. This sheet presents information about why and how the flyovers will be conducted, as well as a map of the assessment area and contacts for more information.

- **Why is the EPA flying a helicopter over areas of central Florida?**

The EPA is checking 23 sites on the Agency's Comprehensive Environmental Response, Compensation, and Liability Information System (CERCLIS) to see whether these areas where phosphate mining once occurred have levels of radiation that are higher than the average for central Florida.

- **How does the helicopter measure radiation?**

The helicopter is equipped with remote sensing technology that can detect radiation at ground level. The helicopter will fly in a grid pattern over the study area, about 150 to 300 feet above the ground, at a speed of 90 mph.

- **When will the flyovers begin and how long will they take?**

Flyovers are scheduled to begin in mid April 2008. The EPA estimates it will take about 7 weeks to complete flyovers of the assessment area.

- **What areas are included in the assessment?**

The map on the back of this Q&A sheet shows the location of the 23 CERCLIS sites that will be flown for the assessment. These sites covers about 732 square miles in Polk, Hillsborough, Manatee and Hardee counties. The EPA is assessing these areas because they were formerly mined for phosphate.

- **What will residents and businesses see or hear during the flyovers?**

The helicopter will fly only during daylight hours on weekdays. People living and working in the area may see and hear the helicopter for a few seconds as it passes over.

- **Why would radiation be higher in former phosphate mining areas? What would that mean?**

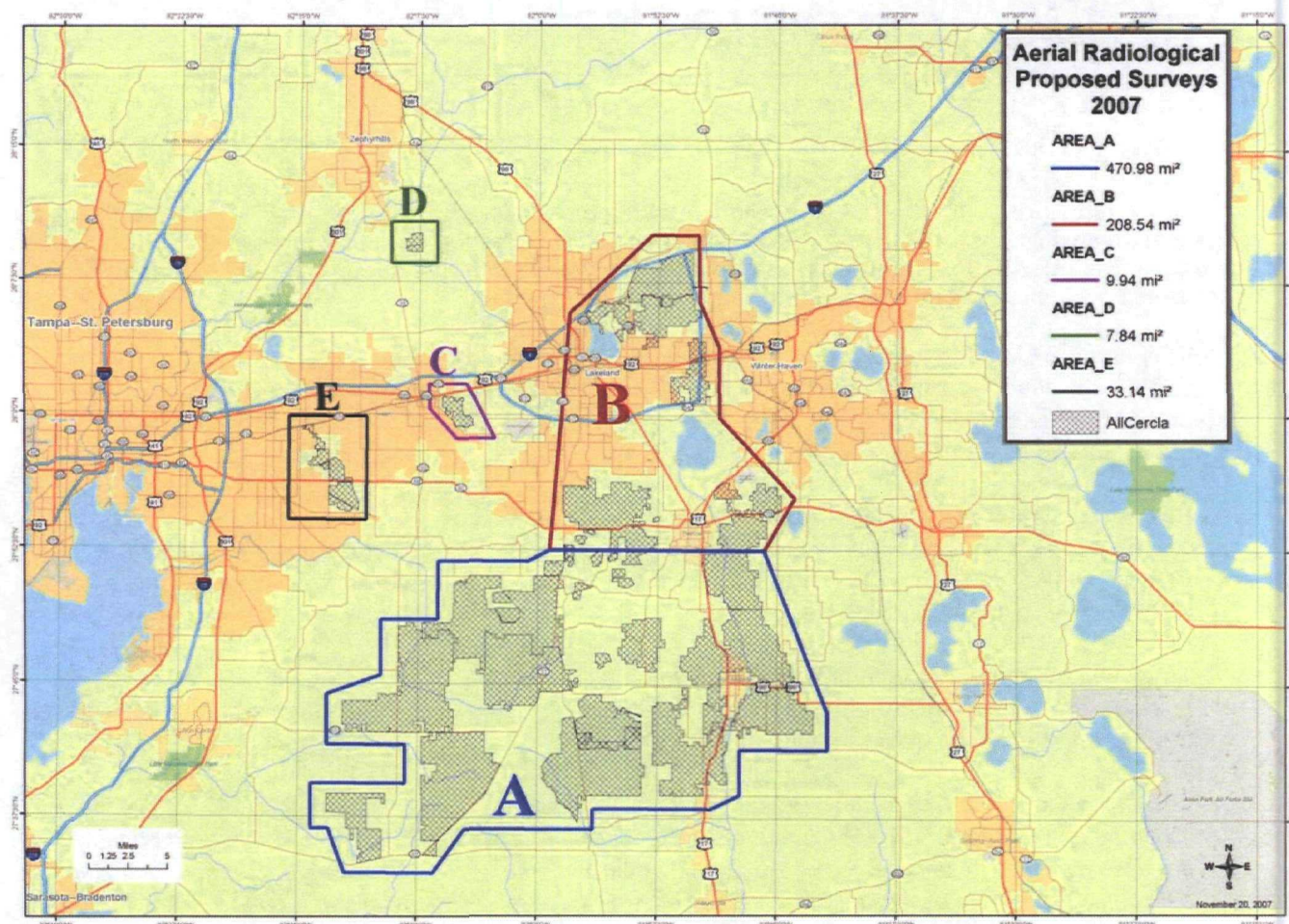
Phosphate ore contains material that is radioactive. Phosphate processing concentrates the radioactive material on the ground's surface, where it may remain after mining ends. If higher than average levels of radiation are present, it does not mean that people are at risk of adverse effects. Measuring the radiation level is the first step in determining the potential for exposure.

- **What are the next steps?**

The EPA will assess the information from the flyovers. If a site area has readings that are higher than average levels, the EPA will evaluate the need for additional investigation or other actions.

- **How can we obtain more information?**

For more information about the assessment, please contact the EPA representatives listed on the back of this sheet, or visit the EPA pilot radiation assessment web site at _____. General information about radiation is available online at www.epa.gov/radiation. Information about phosphate mining and radiation is available online at www.fipr.state.fl.us.



For more information, please contact

Carol Monell
Chief, Superfund Remedial Branch
 U.S. EPA Region 4
 61 Forsyth Street SW
 Atlanta, GA 30303-8719
 Phone: 404-562-8719
 Toll-free: 1-800-435-9234
Monell.Carol@epa.gov

Carl Terry
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 U.S. EPA Region 4
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 Toll-free: 1-800-435-9234
Terry.Carl@epa.gov

FOR IMMEDIATE RELEASE: April 2008

CONTACT: Carl Terry, EPA Region 4 Office of External Affairs

Telephone: 404-562-8325

U.S. EPA set to begin pilot radiation assessment in central Florida

Starting on _____, the U.S. Environmental Protection Agency (EPA) will be flying a helicopter over portions of central Florida. The flyovers are the first step in a project to determine whether radiation levels are higher than the average for central Florida in areas where phosphate mining once occurred. Officials from Atlanta-based EPA Region 4 announced that the pilot radiation assessment will cover approximately 732 square miles in Polk, Hillsborough, Manatee, and Hardee counties.

The EPA will complete the assessment using a helicopter equipped with remote gamma radiation sensing technology. The helicopter will fly in a grid pattern over the assessment area, 150 to 300 feet above the ground surface, at a speed of approximately 90 miles per hour. With flyovers occurring only during daylight hours on weekdays, the EPA estimates it will take about 7 weeks to complete the assessment.

Radiation comes from natural materials found in phosphate deposits. Phosphate mining and processing concentrates radioactive material on the ground's surface, where it may remain for many years. EPA has identified 23 former phosphate mining areas on its Comprehensive Environmental Response, Compensation, and Liability Information System (CERCLIS). These CERCLIS sites will be flown and radiation levels measured. "We are checking to see whether these formerly mined areas have levels of radiation that are higher than the average for central Florida," said Carol Monell, the EPA spokesperson for the assessment. Monell emphasized that even if radiation is detected, it may not pose a risk for adverse effects. "Measuring the radiation level is the first step in determining the potential for exposure," Monell said.

The National Nuclear Security Administration is performing the assessment under an agreement with EPA Region 4 in Atlanta. After reviewing flyover results, the EPA will consider the need for additional investigation or other actions.

General information about radiation can be found online at www.epa.gov/radiation. The Florida Institute of Phosphate Research, a state agency, maintains information about phosphate mining and related topics at www.fipr.state.fl.us.

Appendix C
Office of External Affairs
Draft Communication Plan
for
Central Florida Phosphate
Pilot Radiation Assessment

(to be updated by Office of External Affairs)

DRAFT COMMUNICATION PLAN
EPA Region 4
Waste Management Division
June 1, 2004

Title: Central Florida Pilot Radiation Assessment

Importance/Visibility: High

Projected Announcement Date: October xx, 2004

1. ACTION:

The Waste Management Division of EPA Region 4 plans to conduct a pilot radiation assessment in central Florida to identify and map former phosphate mining areas that have been redeveloped as residential communities, where radiation levels may exceed background levels for non-mined areas of central Florida.

2. MESSAGE:

Over the last 3 years, Region 4 has been evaluating the potential for increased radiation levels across the large areas of central Florida where phosphate mining once occurred. Information from previous radiation testing and investigations of similar sites in the area suggests that radiation levels could be higher than the average background level for central Florida. As a result, the Agency has chosen, as an initial step, to do a pilot radiation assessment of approximately 70,000 acres, most of which is in Polk County, Florida, near Lakeland, with the remainder in Hillsborough County. The assessment will cover both unmined land and formerly mined areas that have been redeveloped as residential communities. The EPA will measure radiation levels on the ground using a helicopter with special remote sensing equipment that will fly in a grid pattern at approximately 150 feet over the area. Assessment results will help to determine areas for further investigation and the potential for chronic health effects from long-term exposures, if radiation levels are elevated.

3. AUDIENCE/ INTENDED RECIPIENTS OF ACTION:

State of Florida Departments of Environmental Protection and Health
Federal and State Elected Officials
Local Elected Officials (counties and cities in and adjacent to assessment areas)
Emergency Response Agencies and Airports
Industry Groups (Florida Phosphate Council and FIPR)
Interested Environmental Groups
Community Organizations and Residents in assessment areas

4. BACKGROUND

In the mid 1980s, the EPA identified and placed a number of former phosphate mining sites in central Florida on the CERCLIS inventory for further investigation. Because these sites are generally located in sparsely populated areas and do not pose a human exposure risk at present, the EPA has not yet taken further action on the sites, with one exception. In the late 1990s, the EPA investigated the former Tenoroc mine near Lakeland, Florida. Information from this investigation expanded the Agency's understanding of potential conditions that may exist at other former mining sites in central Florida.

In addition, the Agency has reviewed information and results of previous radiation testing conducted by the State and others. From the mid-1970s to the mid-1990s, testing was conducted at the request of developers on land proposed for residential development to identify the need for special construction techniques to prevent exposure to radiation. Other testing has also been conducted, including aerial radiation surveys and radon testing in homes and buildings. In many cases, results of these previous studies revealed radiation levels above background and/or exceeding risk-based standards for protection of human health.

Region 4 is concerned that lands in central Florida where residential development has occurred over mining areas closed in the 1970s could have elevated radiation levels that may pose a long-term health risk. Although these areas are not included on the CERCLIS inventory, the Agency's priority for the pilot radiation assessment is to focus on populated areas. The EPA is taking this action because the State of Florida has no regulatory provisions to conduct investigations of formerly mined areas; however, the Agency is consulting and coordinating with the State in planning the assessment.

5. ANTICIPATED REACTION:

Residents and Property Owners in Assessment Area. The Agency does not believe that residents, workers, or visitors in central Florida are being exposed to radiation levels that would pose an unacceptable short-term or immediate risk. However, the Agency recognizes that notification of the pilot assessment may raise concerns about health effects and/or effects on property values, even before the results are known. Straightforward yet sensitive communication techniques will be used to provide information and address concerns.

Phosphate Industry. The phosphate industry is a major component of the Florida economy, and several companies are seeking permits for new mining operations. Industry representatives may be concerned that news of the pilot radiation assessment will galvanize opposition and/or negatively affect the industry's image. Region 4 has no involvement and takes no stance in the permitting process, and is concerned only with protecting human health and the environment.

Environmental Groups. Certain groups, such as local chapters of the Sierra Club and a Florida group named Manasota 88, are involved in issues related to the phosphate industry. These groups are concerned about the potential effects of contamination from mining operations, and have voiced opposition to new mines in certain areas. The groups may use news of the assessment to support their allegations.

State of Florida. In 1975, the State of Florida established mandatory closure requirements to prevent contamination from closed phosphate mines. State regulatory authority does not extend to potential human health effects associated with mining activities, which is the focus of the EPA assessment. Representatives of FDOH do not believe that radiation in these areas poses a significant risk; however, the agencies are cooperating and providing input to EPA's plans.

6. OVERALL PRODUCT RELEASE/DISTRIBUTION STRATEGY:

Region 4 will notify key groups of the pilot radiation assessment 2 weeks before the flyovers begin. Written materials to be used for notification include a press release, Q&A sheet, and fact sheet in standard EPA format. These materials will be faxed or e-mailed to the identified groups according to the distribution plan in the following section. Region 4 also plans to establish a web site for the Central Florida Phosphate Pilot Radiation Assessment. The web site will be accessed through the Region 4 WMD web site, and will include summary information on the assessment, background information on radiation and the phosphate industry, FAQs, and contact information, along with an e-mail/feedback capability for users to contact the EPA.

7. PRODUCT DISTRIBUTION/ACTION NOTIFICATION PLAN:

Recipient/ Whom to Notify	Material	Who Will Notify	When	Method of Delivery
Federal Officials	EPA Fact Sheet Q&A Sheet	Kristi Watkins	Public Notification Day	e-mail/fax
State Officials	EPA Fact Sheet Q&A Sheet	Rita Wayco	Public Notification Day	e-mail/fax
Local Officials	EPA Fact Sheet Q&A Sheet	EPA Contractors (Mary Wenska/ Suzanne Zoda)	Public Notification Day	e-mail/fax
Emergency Response Agencies/Airports	EPA Fact Sheet Q&A Sheet	EPA Contractors (Mary Wenska/ Suzanne Zoda)	Public Notification Day	e-mail/fax
Industry Groups	EPA Fact Sheet Q&A Sheet	EPA Contractors (Mary Wenska/ Suzanne Zoda)	Public Notification Day	e-mail/fax
Community Organizations/ Environmental Groups	EPA Fact Sheet Q&A Sheet	EPA Contractors (Mary Wenska/ Suzanne Zoda)	Public Notification Day	e-mail/fax
Media	EPA Fact Sheet Q&A Sheet	Carl Terry	Public Notification Day	e-mail/fax

8. KEY TECHNICAL CONTACT:

Carol Monell, Chief, Superfund Remedial and Technical Services Branch 404-562-8719

9. COMMUNICATION CONTACTS:

Carl Terry, Office of External Affairs (Media) 404-562-8325

Kristi Watkins, Office of Congressional Affairs (Federal Legislators) 404-562-8395

Rita Wayco, Office of Congressional Affairs (State Legislators) 404-562-8244

10. STRATEGY APPROVED BY PROGRAM

Region 4
Waste Management Division
Date _____

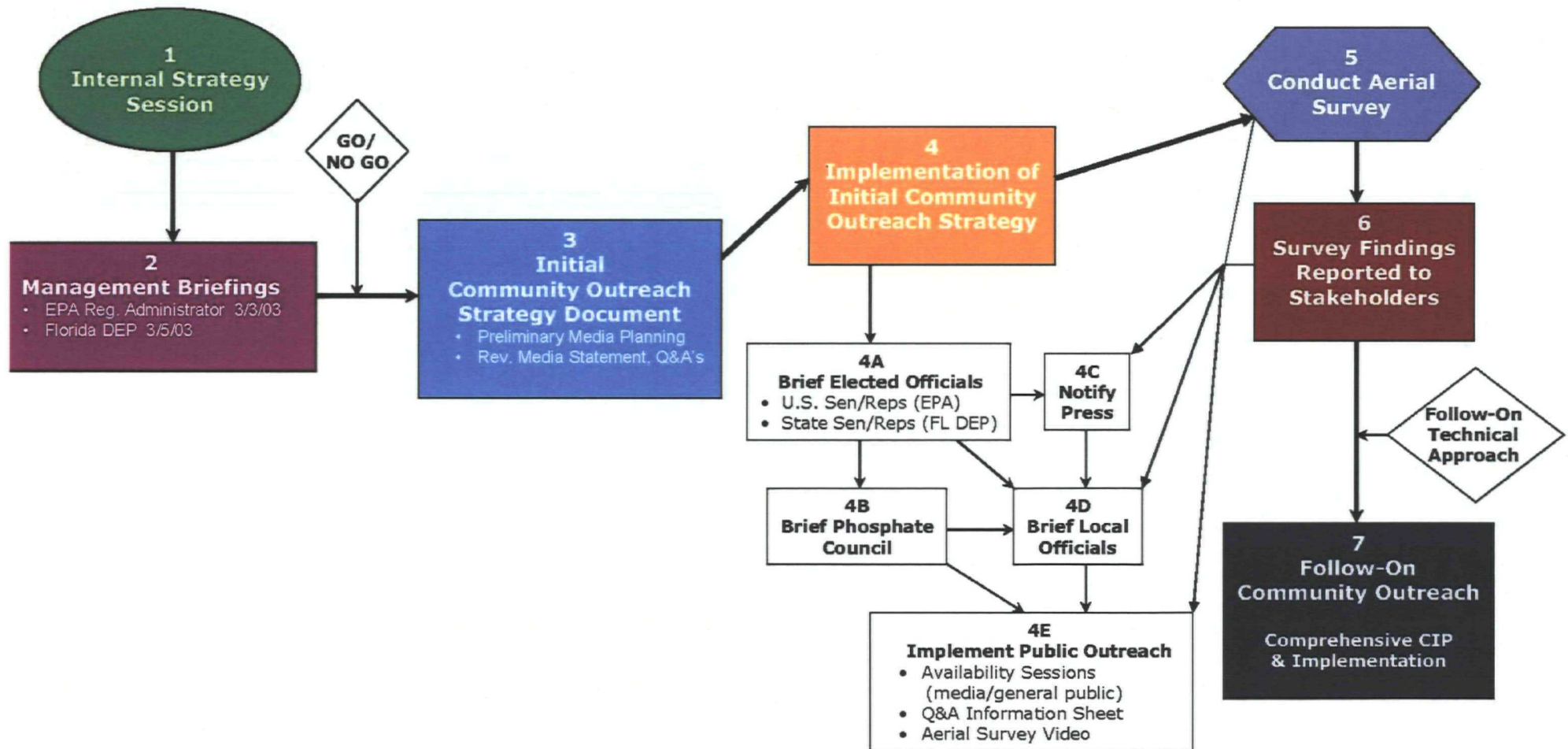
Region 4
Office of External Affairs
Date _____

Appendix D
February 2003 Draft Strategy
for
Community Involvement Related to Florida Phosphate Sites

**Phase I--Community Awareness Before and During
Pilot Radiation Assessment**

**Phase II—Community Involvement
Presentation of Assessment Results
and
Development/Implementation of Community Involvement Plan**

Central Florida Phosphate Initiative INITIAL COMMUNITY OUTREACH STRATEGY



Central Florida Phosphate Initiative Initial Community Outreach Strategy

Notes for Process Diagram

1. Internal Strategy Session

- Two-day brainstorming session was held Feb. 19 and 20; participants included EPA Region 4 staff (RPM, CIC, Public Affairs, Congressional Liaison, and others), a Region 8 CI representative with experience at similar sites, CI contractors and meeting facilitators.
- Purpose of the session was to develop a strategy for initiating external communication with project stakeholders; the sensitivity of the project requires careful planning and anticipation of issues that could undermine success.
- Session yielded lists of potential project and community issues, stakeholders, preliminary mission statement, numerous ideas for initial community outreach, and a draft process diagram for community outreach.

2. Management Briefings

- Brad Jackson will brief the Region 4 Administrator on Monday, March 3, to obtain commitment for the project.
- Brad Jackson has scheduled a meeting with representatives of FDEP on March 5 to explain EPA's proposed technical approach. He also will outline the initial community outreach strategy and seek FDEP input.

Decision: GO/ NO GO (based on feedback from Management Briefings)

3. Initial Community Outreach Strategy Document

- Strategy document will be prepared to guide initial contact with stakeholders before EPA conducts the planned aerial survey. Participants at the strategy session agreed that this is critical to the ultimate success of the project.
- Activities will be described and prioritized, and an initial contact list of stakeholders will be compiled. Strategy will include a time line for implementing the activities before and during the aerial radiation survey.
- Activities are likely to include briefings for elected officials (federal, state, and local), briefings for phosphate industry representatives, contacting local media and issuing press release(s), media availability session, contacting environmental, civic, and neighborhood groups, public availability sessions, developing a project web site, preparing information sheets, and other activities.
- The strategy will be implemented before traditional Superfund community involvement planning, which would occur after the initial aerial survey.

- **Preliminary Media Planning :** A draft standby or desk statement will be prepared; it will be used if EPA is contacted by the media, local officials, or public as a result of leaked information before initial community outreach activities begin.
- **Revised Media Statement; Q&As:** Standby statement will be revised and a list of potential questions and answers will be prepared for use during initial community outreach activities.

4. Implementation of Initial Community Outreach Strategy

- Participants at the February 19 and 20 strategy session developed ideas for the first activities to be incorporated into the community outreach strategy document. The purpose of initial outreach activities will be (a) to explain EPA's approach in a manner that avoids raising undue concern and (b) to seek feedback on its technical approach and input on outreach activities.
- **4A: Brief Elected Officials:** EPA Congressional Liaison or Reg. Administrator staff will brief the U.S. Senators and Congressional representatives. EPA will ask FDEP to take the lead and will offer support for briefing state senators and representatives.
- **4B: Brief Phosphate Council:** This should take place immediately after briefing federal and state elected officials. EPA will ask FDEP to assist in joint briefing for industry council group (not individual companies).
- **4C: Notify Press:** A press release will be issued immediately after the above briefings are concluded. EPA will also schedule a media availability session. If possible, a video clip of a survey helicopter will be provided to TV stations.
- **4D: Brief Local Officials:** EPA will brief county commissioners and key city officials in the six-county area. Briefings will be done on a county by county basis. Timing will be as soon as possible after media notification.
- **4E: Implement Public Outreach:** Potential activities include meeting with key civic, environmental, and neighborhood groups; holding public availability sessions in several locations in the six-county area; a website may be developed, with photos or video of survey equipment and explanations of EPA activities.

5. Aerial Survey

- Work plan preparation.
- Work plan revisions based on comments from federal, state, and local community officials/regulators; phosphate industry sources (NCRP, FIPR, etc.); other appropriate reviewers (possibly community groups)

6. Survey Findings Reported to Stakeholders

- State/federal/peer review of survey results.

Decision: Follow-On Technical Approach (will depend on aerial survey findings)

7. Follow-On Community Outreach/ Comprehensive CIP

- If EPA determines that additional technical investigations are needed due to the survey findings, a comprehensive Community Involvement Plan will be prepared according to EPA Superfund guidelines. Community interviews will be conducted as the first step in preparing the CIP. Additional activities may include community advisory groups or task forces, technical assistance grants or technical assistance plans, and local EPA office.